

State of California

Department of Consumer Affairs  
Bureau of Automotive Repair

*"To protect and serve California consumers by ensuring a fair and competitive marketplace and implementing a model motor vehicle emissions reduction program."*

Strategic Plan

Updated September 2006



Arnold Schwarzenegger, Governor  
*State of California*

Rosario Marin, Secretary  
*State and Consumer Services Agency*

Charlene Zettel, Director  
*Department of Consumer Affairs*

**State of California  
Department of Consumer Affairs  
Bureau of Automotive Repair**

**Strategic Plan**

**September 2006**

**Our Mission:**

To protect and serve California consumers by ensuring a fair and competitive automotive repair marketplace and implementing a model motor vehicle emissions reduction program.

**Our Vision:**

The Bureau of Automotive Repair (BAR) will be the recognized leader in protecting consumers in the automotive repair marketplace and administering a model motor vehicle emissions reduction program.

**Our Values:**

The BAR values:

- Above all else, honesty and integrity.
- Innovation, adaptability and action.
- Employee diversity, dedication and knowledge.

## **Goals and Objectives:**

The Bureau of Automotive Repair has adopted the following strategic goals for 2005 – 2008. As part of the ongoing planning and monitoring process, the stated goals will be reevaluated and adjusted, as necessary, to meet business needs.

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### ***Goal One:***

#### ***Enhance consumer outreach efforts.***

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- 1.1*** Work with Department of Consumer Affairs (DCA) to ensure that all BAR information provided through publications, Web site, and the Consumer Information Center is current. ***(Completed/Ongoing).***
  - 1.2*** Promote the Department's "Breathe Easier" message regarding the unhealthy affects of motor vehicle pollution ***(Completed/Ongoing).***
  - 1.3*** Increase BAR's consumer outreach efforts in coordination with DCA, Consumer and Community Relations Division (CCRD), and the Public Affairs Office. ***(Completed/Ongoing).***
  - 1.4*** Implement redesigned BAR Web site.
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### ***Goal Two:***

#### ***Educate the automotive repair industry about the Automotive Repair Act and associated regulations.***

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- 2.1*** Provide more *Write-It-Right* instructional booklets to licensees and educational institutions ***(Completed/Ongoing).***
- 2.2*** Initiate regular articles in the Repair Reporter and various industry trade publications that educate and assist registrants and licensees in complying with BAR Laws and Regulations ***(Completed/Ongoing).***
- 2.3*** Identify opportunities to meet with students and educators at academic institutions and trade schools ***(Completed/Ongoing).***
- 2.4*** Expand efforts to interact with the automotive industry on BAR jurisdictional matters. ***(Completed/Ongoing).***

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***Goal Three:***

***Protect the public from unlawful service providers.***

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- 3.1 Analyze consumer complaint trends to prioritize enforcement efforts (***Completed/Ongoing***).
  - 3.2 Through the use of computer technology, review and analyze license applications to ensure that only qualified applicants are licensed.
  - 3.3 Expand partnerships with other governmental agencies to prevent illegal and unethical activities against consumers (***Completed/Ongoing***).
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***Goal Four:***

***Improve California's Smog Check Program.***

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- 4.1 Complete implementation of and transition to the Next Generation Electronic Transmission (NGET) Project (***Completed***).
  - 4.2 Continue partnering with other state and federal agencies, including law enforcement, to curb mobile source emissions and emission control system tampering. (***Completed/Ongoing***).
  - 4.3 Develop improvements to the Smog Check Program through the review and implementation of new standards, procedures and equipment.
  - 4.4 Develop programs to improve the effectiveness and durability of Smog Check repairs in order to create long lasting air quality improvements.
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***Goal Five:***

***Increase staff productivity and effectiveness through enhanced recruitment, employee training and business processes.***

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- 5.1 Continue to work with DCA and the Department of Personnel Administration (DPA) to complete the Program Representative specification revision and pay parity survey.
- 5.2 Develop and implement an ongoing schedule of update training for all BAR employees, and establish a "master" training record database (***Completed/Ongoing***).
- 5.3 Implement an employee orientation program on BAR's Intranet.

- 5.4 Encourage employees to take advantage of opportunities for career development and advancement.
  - 5.5 Develop a formal employee recognition process.
  - 5.6 Create an interpersonal communication skills course to become a part of the regular Program Representative Training curriculum (**Completed**).
  - 5.7 Work with DCA to establish performance improvement teams and processes to evaluate service quality to internal and external stakeholders for licensing, enforcement, and Consumer Assistance Program. (Completed).
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***Goal Six:***

***Enhance consumer participation in the Consumer Assistance Program (CAP).***

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- 6.1 Initiate and review customer satisfaction surveys.
  - 6.2 Identify strategies for increasing consumer participation in CAP (**Completed/Ongoing**).
  - 6.3 Initiate on-line application process for CAP.
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***Goal Seven:***

***Enhance licensing processes.***

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- 7.1 Initiate and review customer satisfaction surveys.
- 7.2 Develop an electronic file imaging process.
- 7.3 Complete BAR licensing transition to Consumer Affairs System/Applicant Tracking System (CAS/ATS).
- 7.4 Work with DCA to be part of its I-Licensing initiative.
- 7.5 Establish performance measures for all license types (**New**).